

Claims 15, 17, 26-27, 31-32 and 35-42 are pending. By this Amendment, Claims 1, 3-14, 19-20 and 24 are canceled. Claims 2, 16, 18, 21-23, 25, 28-30, 33-34 and 43-44 were previously canceled.

Claims 1, 3-15, 17, 19, 20, 24, 26, 27, 31, 32, and 35-42 were rejected under 35 U.S.C. 103(a) as being unpatentable over Von Kohorn (US 5,227,874) in view of Rowe et al. (US 6,792,615) and further in view of Hunter (US 6,850,901). This rejection is respectfully traversed.

With respect to the remaining claims, Applicant notes that Exemplary embodiments of the invention disclosed in the application and variously encompassed by the claims, are generally directed to selectively providing promotional offers to a viewer via interactive video. The user can respond to the provided offer(s) by sending a command to initiate a transaction related to the promotion.

In particular, independent Claim 15 encompasses a feature of checking for stored promotions that were previously presented to the user and might be applied to a current transaction. This provides the user with the advantageous ability to use accumulated coupons without having to painstakingly keep track of them, because the checking is performed automatically and, from the user's point of view, painlessly. As those skilled in the art will recognize, features that allow users to effortlessly obtain bargain prices are very well received by retail customers and consumers.

Independent Claims 26 and 31 include a calendar feature, where the promotion is correlated with the user's calendar and is then displayed to the user together with an entry from the calendar (e.g., a promotion to buy flowers next to a calendar entry indicating a wedding anniversary). This feature also is exceedingly helpful to the user, since it enables the user to easily

prepare for important events and frees the user from a burden of manually tracking dates and upcoming events and manually correlating necessary preparations or opportunities.

With respect to independent Claims 15, 26 and 31, the Office Action is non-responsive to Applicant's remarks and arguments in the last Amendment. In those remarks, which are reproduced below, Applicant provided specific reasons why the Examiner's arguments for rejecting Claims 15, 26 and 31 are incorrect. The Examiner has completely ignored these arguments. The present Office Action repeats the same arguments (exactly, word for word) found in the previous Office Action, and does not answer the reasons and arguments we presented. Accordingly, the Office Action is non-responsive and fails to satisfy the requirements set forth in MPEP § 707.07(f).

With respect to independent Claim 15, the Examiner cites Von Kohorn at Figure 33 (described for example at C101/L30-64), and also cites Figure 18 and C57/L41-C58/L21. In particular, the Examiner notes the user record 1018. Figure 33 illustrates that in a step 1007, a cumulative record of products selected is printed, and 1018 apparently represents cumulative records of selected products and associated stimuli (see, e.g. C101/L30-34 and C102/L13-14), which can be collected by an organization that also performs record tabulation (see e.g., C102/L11-12 and C101/L57-59). Figure 18 shows a response unit 210A including a memory 594. The memory 594 stores signals from different components of the response unit 210A, in particular from registers 598, a scoring logic unit 370, and an accumulator 386 of the response unit 210A (see, e.g. C57/L54-56). However, Von Kohorn discloses simply printing the cumulative record 1018. Von Kohorn does not disclose or suggest *comparing* a user's current transaction with stored promotions previously received by the user, to determine whether any of the stored promotions might also *apply to the current transaction*, and then presenting all stored promotions that would apply to the current transaction. Von Kohorn further fails to disclose or suggest receiving a command to apply at least one of the provided (stored) promotions, and removing information relating to the applied at least one promotion. Accordingly, Von Kohorn fails to disclose or suggest to "*compare a user's current transaction conducted via the broadcast segment to promotion information stored in a storage unit associated with the user, the promotion information corresponding to at least one promotion previously provided to the user, if the at least one promotion corresponding to promotion*

information stored in the user's storage unit is applicable to the user's current transaction, provide all applicable promotions to the user, process a second command sent from the user input device to apply at least one of the provided promotions to the user's current transaction, and remove information related to the applied at least one promotion from the storage unit", as recited in Claim 15 and similar features recited in Claims 9 and 38-40. Rowe fails to overcome these deficiencies of Von Kohorn.

With respect to independent Claims 26 and 31, the Examiner cites Von Kohorn at C107/L29-42. This section of Von Kohorn teaches that an advertiser can arrange a single advertisement in a single newspaper, so that "the results of the single advertisement can be measured over any desired units of time". For example, the number of coupons requested and redeemed within 12 hours following the advertisement, can tabulated. Von Kohorn also discloses that the time period can be 24 hours, or 48 hours, or a week, or a month (see e.g. Von Kohorn at C107/L39-42). However, Von Kohorn fails to disclose or suggest correlating promotions with a user's entries in a calendar. For example, Von Kohorn fails to disclose or suggest correlating a user's calendar with a promotion and then displaying both the promotion and a corresponding entry in the user's calendar, such as a spouse's birthday, so that the promotion can be used to purchase a birthday gift for the spouse, as shown in Figure 6 of the present application and described for example in the specification at page 19, lines 1-10. Accordingly, Von Kohorn fails to disclose or suggest *correlating the promotion with a calendar entry in a calendar of a user, and displaying the promotion together with the calendar entry to the user*, as recited in Claim 11, and similar features recited in Claims 26, 31, and 41-42. For example, Von Kohorn fails to disclose or suggest *"correlating information from a plurality of merchants with data on usage of the interactive video casting system by a viewer and with a calendar of the user to determine a promotion to provide to the viewer with a matching entry from the user's calendar, providing information related to the promotion to the viewer together with the matching entry from the user's calendar"* as recited in Claim 31. Rowe fails to overcome these deficiencies of Von Kohorn.

For at least the above reasons, Applicant respectfully submits that the application is in condition for allowance. Favorable consideration on the merits and prompt allowance are respectfully requested. In the event any questions arise regarding this communication or the application in general, the Examiner is invited to contact Applicant's undersigned representative at the telephone number listed below

CONCLUSION

It is respectfully submitted that each of the presently pending claims is in condition for allowance and notification to that effect is requested. In the event any questions arise regarding this communication or the application in general, the Examiner is invited to contact the Applicants' representative at the telephone number listed below. Although only certain arguments regarding patentability are set forth herein, there may be other arguments and reasons why the claimed invention is patentable. Applicant reserves the right to raise these arguments in the future.

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Respectfully submitted,

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